

INTISARI

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *Green Brand Image* terhadap Keputusan Pembelian Mobil Agya di Auto 2000 Kenjeran - Surabaya, (2) Pengaruh *Green Advertising* terhadap Keputusan Pembelian mobil Agya di Auto 2000 Kenjeran - Surabaya, (3) Pengaruh Harga terhadap Keputusan Pembelian mobil Agya di Auto 2000 Kenjeran – Surabaya.

Jenis penelitian yang digunakan dalam penelitian ini adalah survei. Populasi pada penelitian ini adalah konsumen yang membeli mobil Agya di Auto 2000 Kenjeran – Surabaya sebagai *user* dan atau *inisiator*. Teknik pengambilan sampel menggunakan metode *proportional quota sampling* dengan jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah regresi berganda.

Hasil penelitian ini menunjukkan bahwa: (1) *Green Brand Image* berpengaruh positif terhadap Keputusan Pembelian Mobil Agya di Auto 2000 Kenjeran - Surabaya, (2) *Green Advertising* berpengaruh positif terhadap Keputusan Pembelian Mobil Agya di Auto 2000 Kenjeran - Surabaya. (3) Hargaberpengaruh positif terhadap Keputusan Pembelian Mobil Agya di Auto 2000 Kenjeran - Surabaya.

Kata kunci: *Green Brand Image*, *Green Advertising*, Harga dan Keputusan Pembelian

ABSTRACT

This research is meant to find out : (1) the influence of Green Brand Image to the Purchasing Decision of Agya automobile at Auto 2000 Kenjeran-Surabaya; (2) the influence of Green Advertising to the Purchasing Decision of Agya automobile at Auto 2000 Kenjeran-Surabaya; (3) the influence of price to the Purchasing Decision of Agya automobile at Auto 2000 Kenjeran-Surabaya.

This research uses survey. The population is all costumers who have ever purchased Agya automobile at Auto 2000 Kenjeran-Surabaya as the user and or the initiator. The sample collection technique has been done by using proportional quota sampling method with the samples are 100 people. The data collection technique has been carried out by using questionnaire which its validity and its reliability has been tested. The data analysis technique which has been used to answer the hipotesis is the multiple regressions.

The result of this research shows that: (1) Green Brand Image has positive influence to the Purchasing Decision of Agya automobile at Auto 2000 Kenjeran-Surabaya; (2) Green Advertising has positive influence to the Purchasing Decision of Agya automobile at Auto 2000 Kenjeran-Surabaya; (3) Price has positive influence to the purchasing decision of Agya automobile at Auto 2000 Kenjeran-Surabaya.

Keywords: *Green Brand Image, Green Advertising, Price and Purchasing Decision.*